



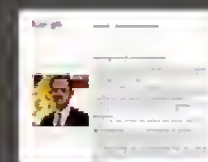
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HOW ONLINE
ADS MOVE
VOTES IN
POLITICAL C...



Toomey Google
Case Study



Chris Christie
for Governor
2009 - Campa...



CampaignGrid
New Media
Campaign
Richard ...

From 30,000 Feet

CampaignGrid is the market leader and innovator in providing data driven online advertising for candidates, causes and commercial clients. Its best-in-class online advertising platform combines 187 million U.S. voter records with demographic, behavioral and lifestyle data to enable clients to custom design highly targeted campaigns to achieve their goals, bringing a new dimension to their campaigns.

CampaignGrid was founded in 2008 by industry veterans with decades of online experience and is headquartered in Philadelphia with an office in Washington, DC. In 2010, CampaignGrid delivered more than 2 billion advertising impressions on behalf of 250 campaigns, advocacy groups, nonprofits and commercial clients.

CampaignGrid *invented* voter-targeted online advertising in 2010 and introduced voter-targeted online video advertising in 2011.

- Online advertising dollars are exploding, despite the worst economic downturn in a generation.
- The ecosystem is still immature, unregulated, and highly fragmented, with the exception of Google and Facebook.
- The Internet has matured from anonymous surfing to a precision-targeted media.
- Sophisticated online marketers no longer buy sites. They buy specific audiences within targeted geographies and deliver highly customized messages using text, audio and video.
- There is increasing evidence that new media moves numbers. The science shows how many impressions are required to bump in a message, but the art comes in where consultants determine the media mix and overall strategy.
- Display ads boost search advertising results.
- Advertising is increasingly purchased through real time bidding on exchanges, rather than through rate cards.
- Campaign Grid is leading the way in changing how online advertising is purchased, moving from website targeting to audience targeting.

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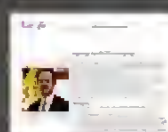
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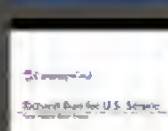
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Grid targeting overview january 2012

by CampaignGrid on Jan 31, 2012

57
views

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About CampaignGrid

CampaignGrid is the only platform to deliver online ads to registered voters.

EFFICIENT MEDIA PURCHASING AND OPTIMIZATION

Real-time bidding for display advertising across the 10 major advertising exchanges. This gives us 90% reach across the web and access to the best inventory.

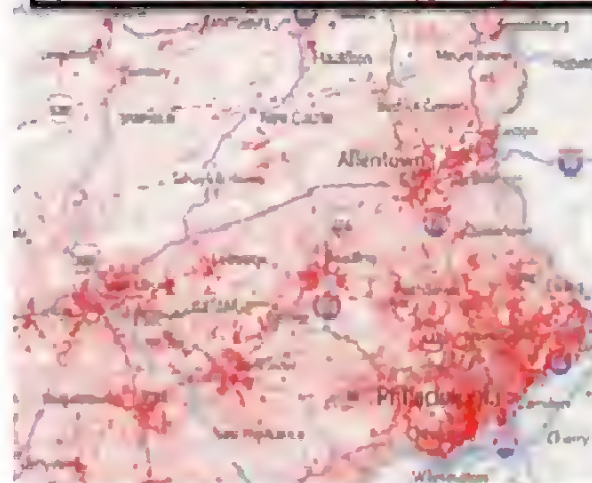
Optimization in real time, based on algorithmic conversion formulas. This allows us to identify the best messages that result in donations, list building and volunteers. Once your program launches, we continue to optimize the ad buy. This is not possible with other media.

The wisdom of the crowds. Since 2008 CampaignGrid has delivered 2 billion ad impressions on behalf of 250+ clients.

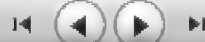
THE LEADER IN VOTER-DRIVEN TARGETING

The National Online Voter File. This allows us to reach specific demographic or registered voter groups with greater efficiency than any other online targeting method.

Hyperlocal targeting via an advanced IP based map overlay. This allows precision geo-targeting down to the neighborhood level.



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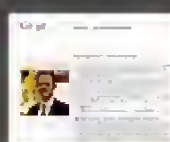
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What Does CampaignGrid Do?

Offline data

-consumer, behavioral, demographic & political (party registration & vote history) data

Premium Online Inventory

-display
-video

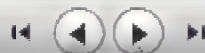
Online data

CampaignGrid

-matching offline and online data
-data modeling
-targeted online media buying
-analytics
-real-time bidding platform

Data-driven online video and display advertising

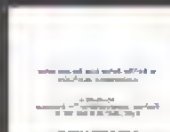
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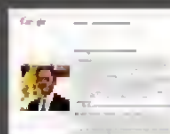
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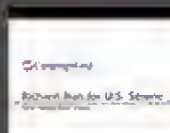
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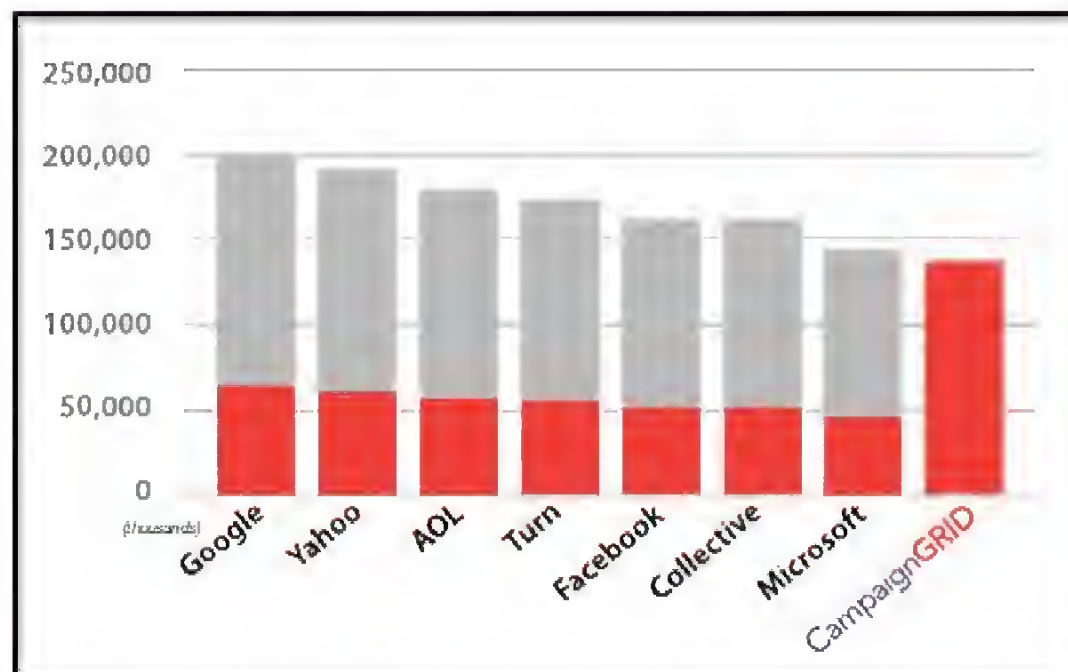
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The Largest Voter Targeted Ad Platform in the US



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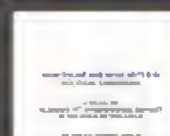
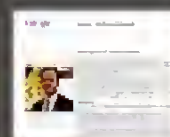


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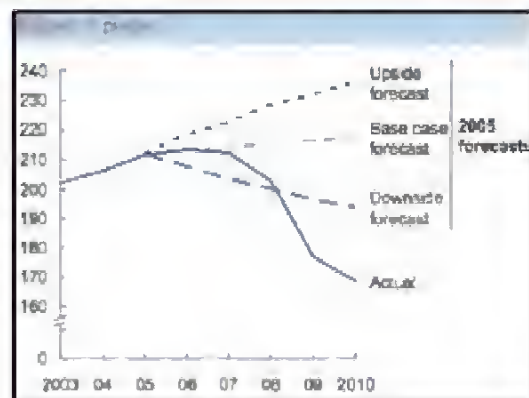
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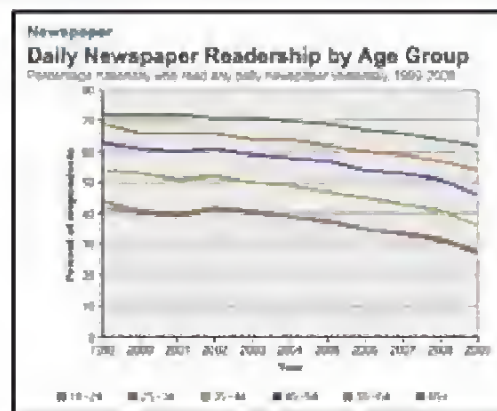
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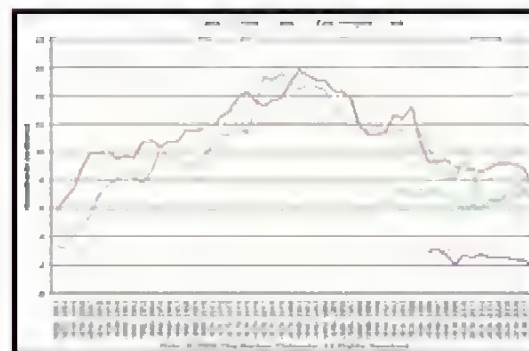
Traditional Media Consumption is Falling...



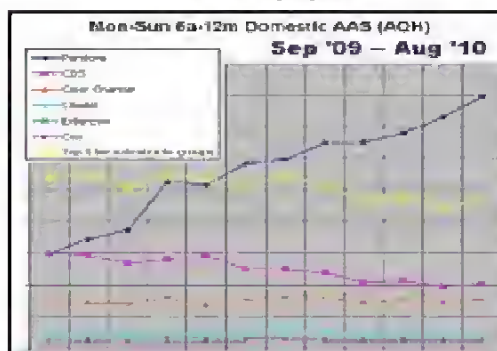
USPS



Newspaper



Broadcast Television



Radio

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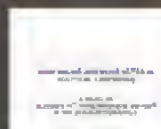
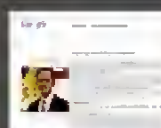
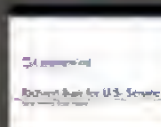


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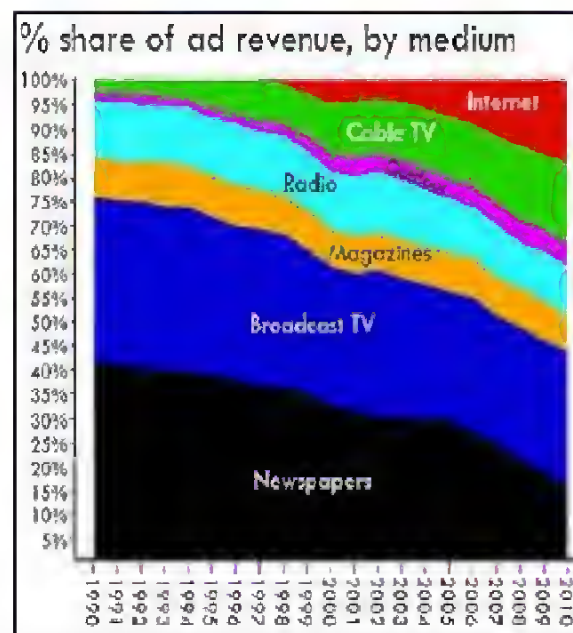
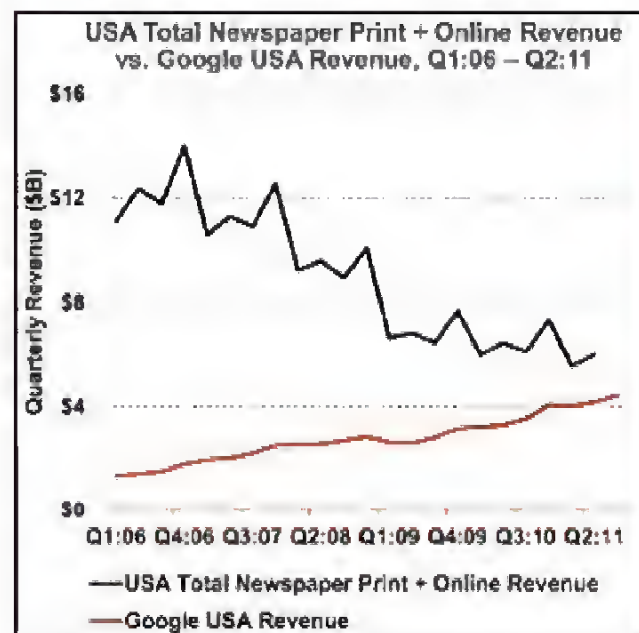
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....Advertising Money is Flowing to the Internet



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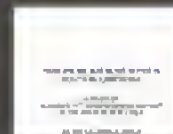
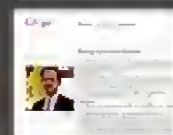
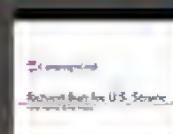
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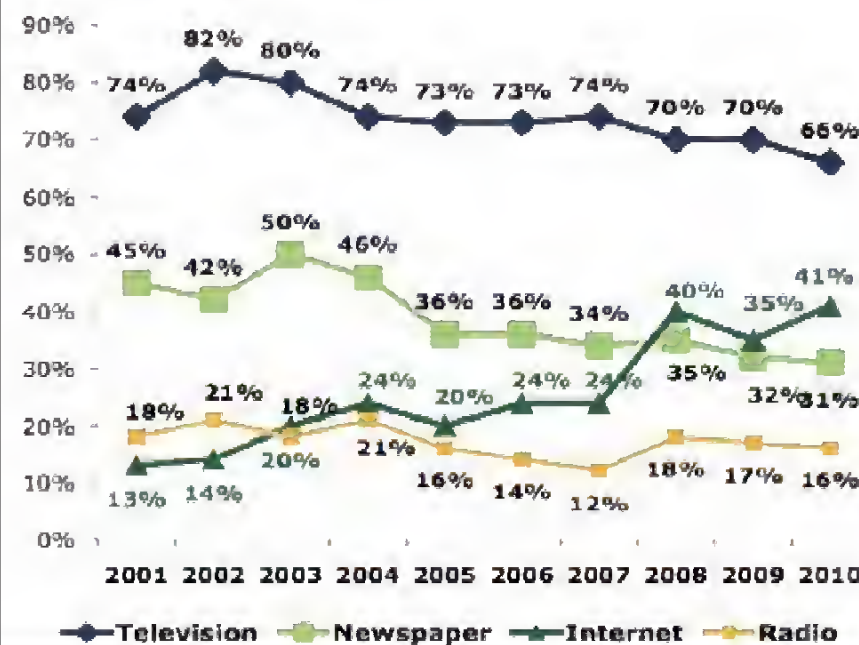
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Other Media are in Steep Decline

Consumer News Sources, 2001-2010

Percent (%) of adults

Source: Pew Research



Source: Pew Research Center's Internet & American Life Project, April 29 - May 30, 2010 Tracking Survey. N=2,252 adults 18 and over.

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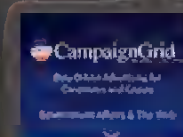
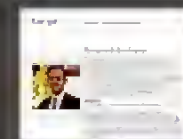
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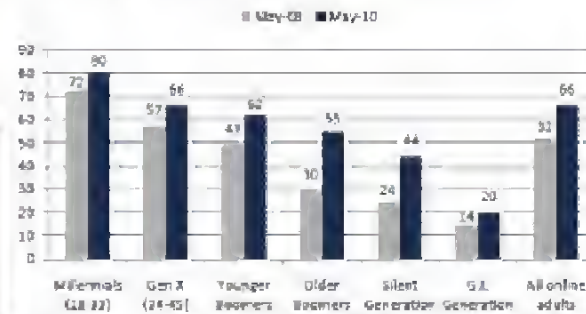
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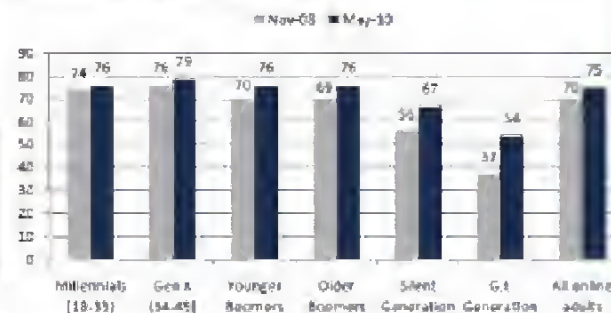
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Online Video is Growing Rapidly in All Segments

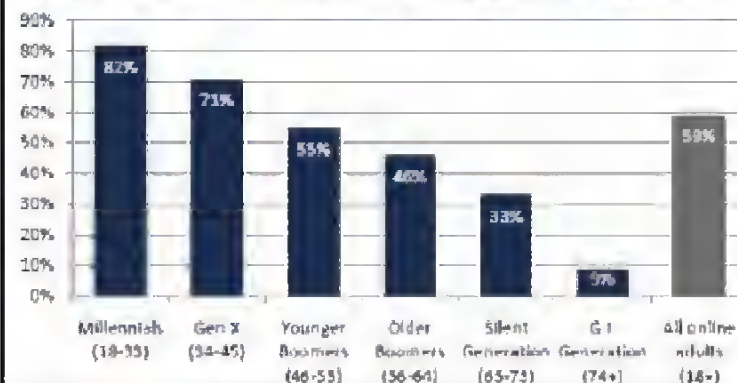
Changes in watching video online, 2008-2010, by generation
 % of internet users who watch video online, over time



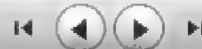
Changes in getting news online, 2008-2010, by generation
 % of internet users who get news online, over time



Percentage of adults who go online wirelessly, by generation



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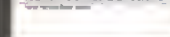
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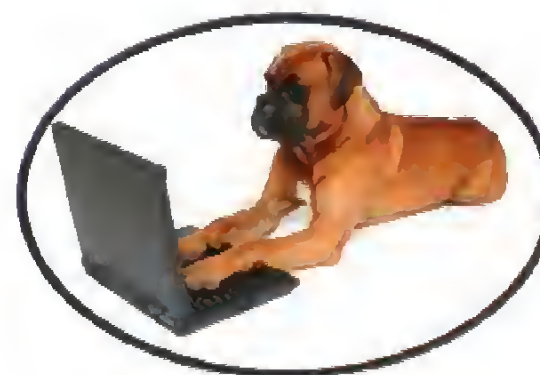
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Internet Users are No Longer Anonymous



1993



- Lives in Pennsylvania 13th Congressional District
- 19002 zipcode
- Registered primary voting Republican
- High net worth household
- Age 50- 54
- Teenagers in the home
- Technology professional
- Interested in politics
- Shopping for a car
- Planning a vacation in Puerto Rico

2011

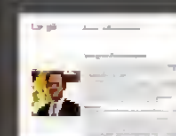
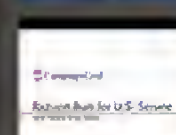
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The Evolution of Online Targeted Messaging



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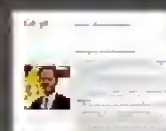


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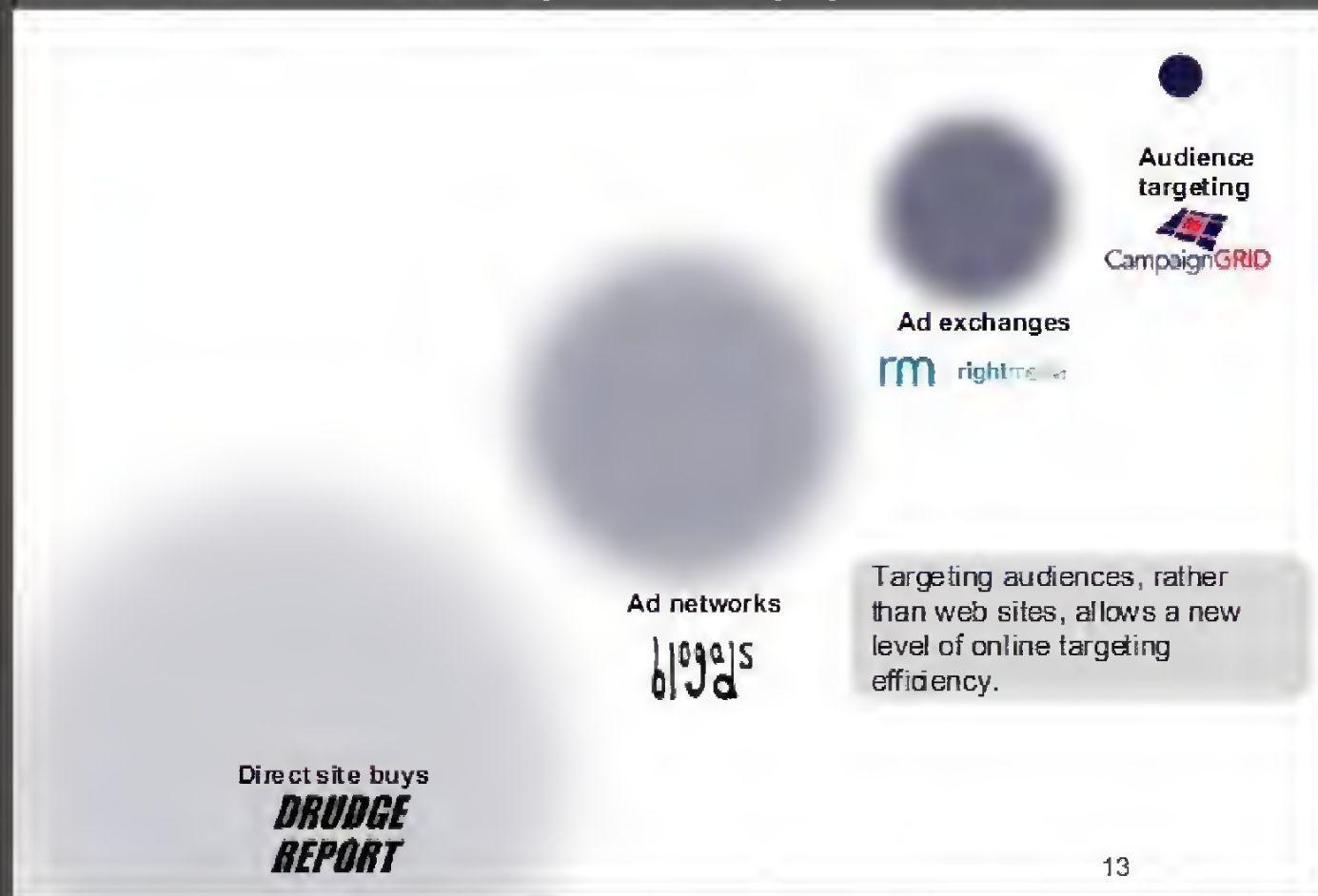
f Like

Tweet 0

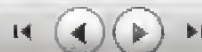
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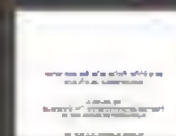


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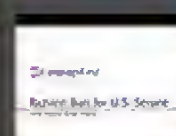
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How Does CampaignGrid Compare to Other Online Media Buyers?



1 Buys Sites
2 Independent of Other Marketing Efforts
3 Pays the same price for every ad impression
4 Results lack attribution, no accountability



1 Buys Audiences
2 Coordinated with Other Marketing Efforts
3 Buys ad impressions and frequency based on value of audience segment
4 Results are tracked with granularity by segment



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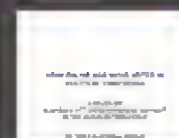


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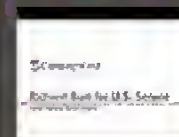
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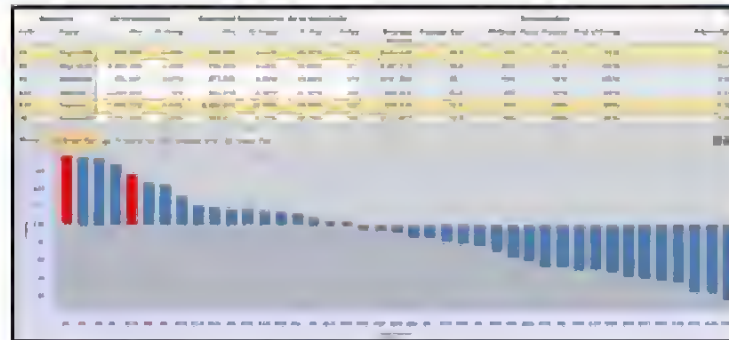
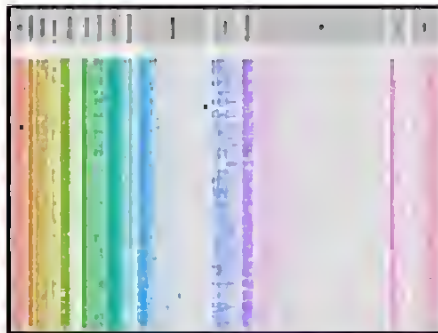
- Reporting shows which audiences you reached and how they responded
- Measure ROI on fund raising, list building and sign ups
- Build your own data to retarget for GOTV



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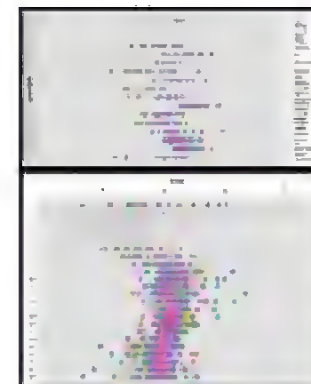


Data Modeling the National Online Voter File with Synthetic Matches



Modeled data shows a 500%+ increase in lift over a control group.

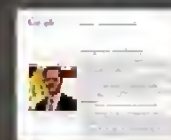
1. Build the target universe from CampaignGrid's National Online Voter File.
2. Define the "DNA" of the target audience
3. Build a predictive model using machine learning to characterize the target audience
4. Score every targets in the audience cloud (like a credit score)
5. Create a targetable segment based on the data "DNA"
6. Adjust daily to achieve delivery & performance goals
7. Rebuild models as we learn more about the target audience



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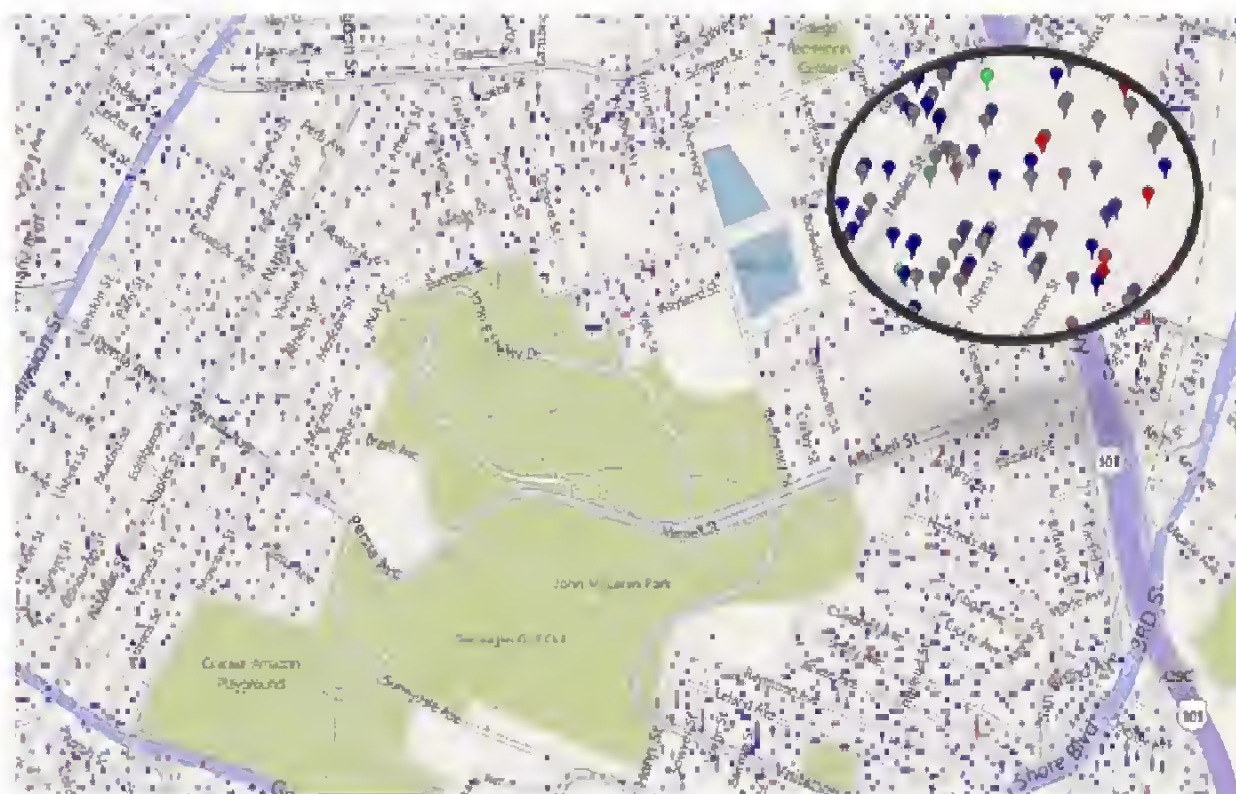
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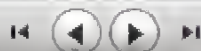
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Geographical display of Chinese Americans in San Francisco, CA



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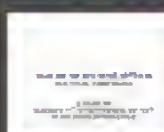


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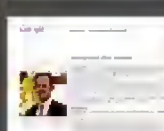
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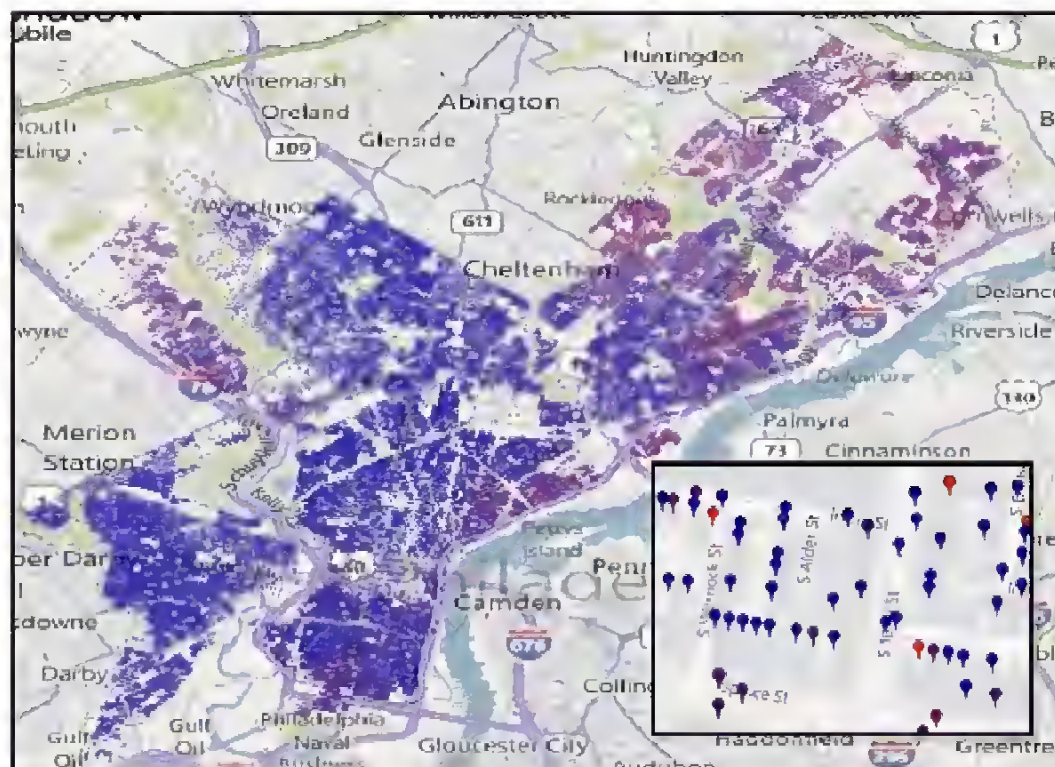
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Sample map of Philadelphia party distribution (2012)



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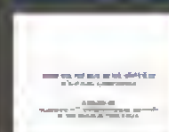


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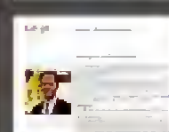
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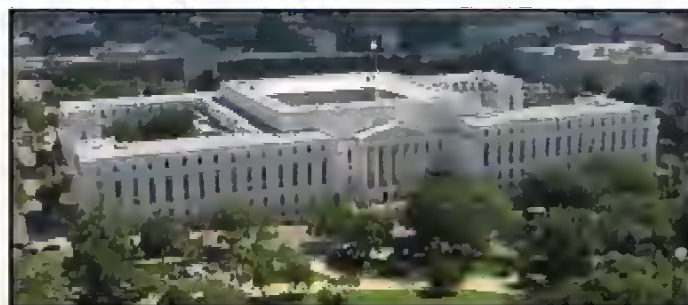
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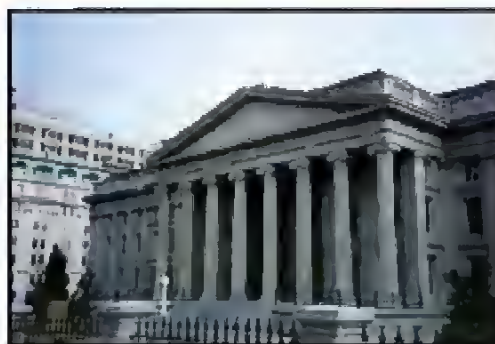
IP Targeting



United Airlines Headquarters



Rayburn House Office Building



Treasury Department



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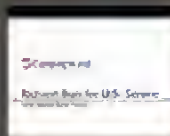
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How Retargeting Works



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Contextual Targeting

Senate passes new bill undoing teacher-student Facebook ban

Story Comments

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Posted Tuesday, October 4, 2011 7:38 am

By Mary Morris marym@bakersfield.com | 0 comments

Just about one month after new legislation under Senate Bill 54 went into effect banning teacher-student friendships on Facebook and other social networking sites, the Missouri Senate on Sept. 12 adopted, and on Friday signed, new legislation modifying that law.

Senate Bill 1, which came after a Cole County circuit judge filed an injunction against SB 54 when the Missouri State Teachers Association filed suit claiming it was unconstitutional, will effectively repeal the prohibition of teacher-student Facebook friendships and contact via social networking.

In the days after SB 54, or the "Amy Hester Student Protection Act" passed, there was much confusion over the interpretation of part of the new law. Some teachers and administrators felt unfairly targeted by the legislation and said they frequently use Facebook and other online tools as a practical communication resource to connect with students and share information about snow days, football practice and other matters.

That's because SB 54 would have required schools to implement new written policies on student-employee or staff communication by Jan. 1, 2012, and it would have prohibited teachers and students from maintaining exclusive online contact through social networking services like Facebook. SB 1 will require school districts to develop policies on employee-student communication, but the deadline is extended to March 1, 2012, and the terms defined within the legislation are less restrictive. However, the policies must cover electronic media and not just address improper communication between students and staff.

Other sections of SB 54 will remain effective, including the creation of a special task force responsible for making recommendations on reducing child sexual abuse; the expansion of authority of the Office of the Child Advocate; and a new requirement for school districts to disclose allegations of sexual misconduct against former employees to other districts requesting employment reference information, among other items.

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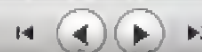
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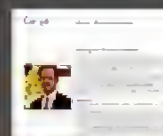
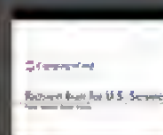
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Gov. Corzine uses National Mammography Day to criticize Christie on health care

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and in their treatment

National Mammography Day Friday provided Gov. Jon Corzine a chance to get close to the issue that has helped his campaign for re-election: health insurance coverage of mammograms.

At a meeting with breast cancer survivors in Summit, Corzine talked about the importance of access to mammograms and early breast cancer detection.

The governor charged that while he has worked to expand access to health care for New Jerseyans, Republican gubernatorial candidate Chris Christie would allow insurance companies to drop coverage for critical procedures including mammograms, prostate cancer treat-



New Jersey

N.J. Transit riders 'very angry' but chief vows Philadelphia Inquirer • 13 hours ago

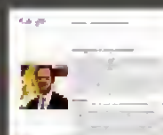
By Paul Nussbaum In systemwide service cuts announced Friday, NJ Transit said it planned to eliminate six hours on its Philadelphia-Atlantic City line



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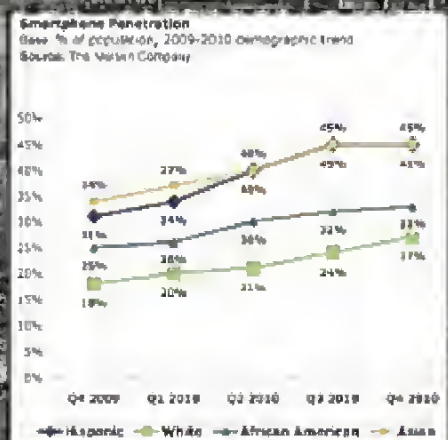
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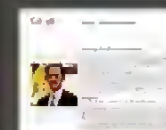
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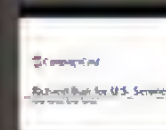
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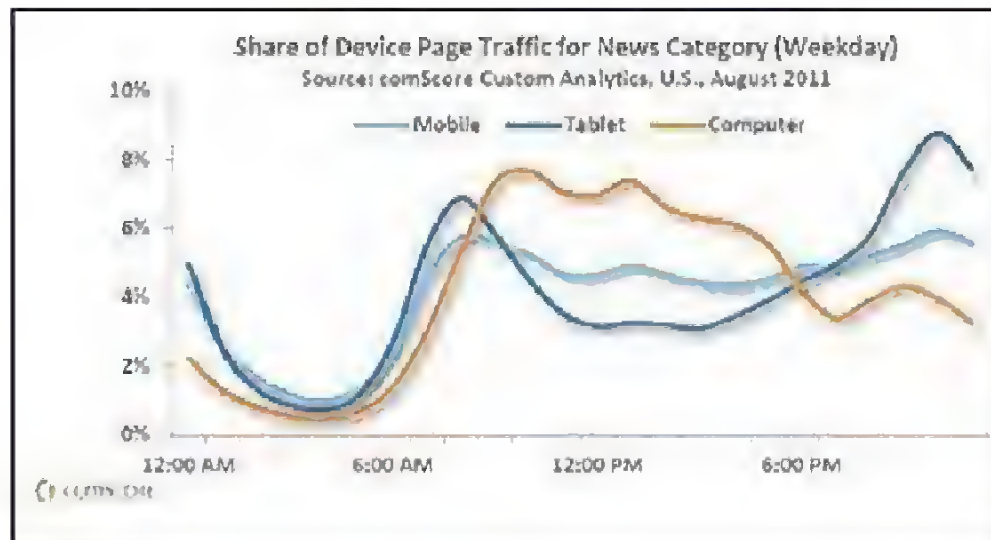
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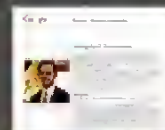
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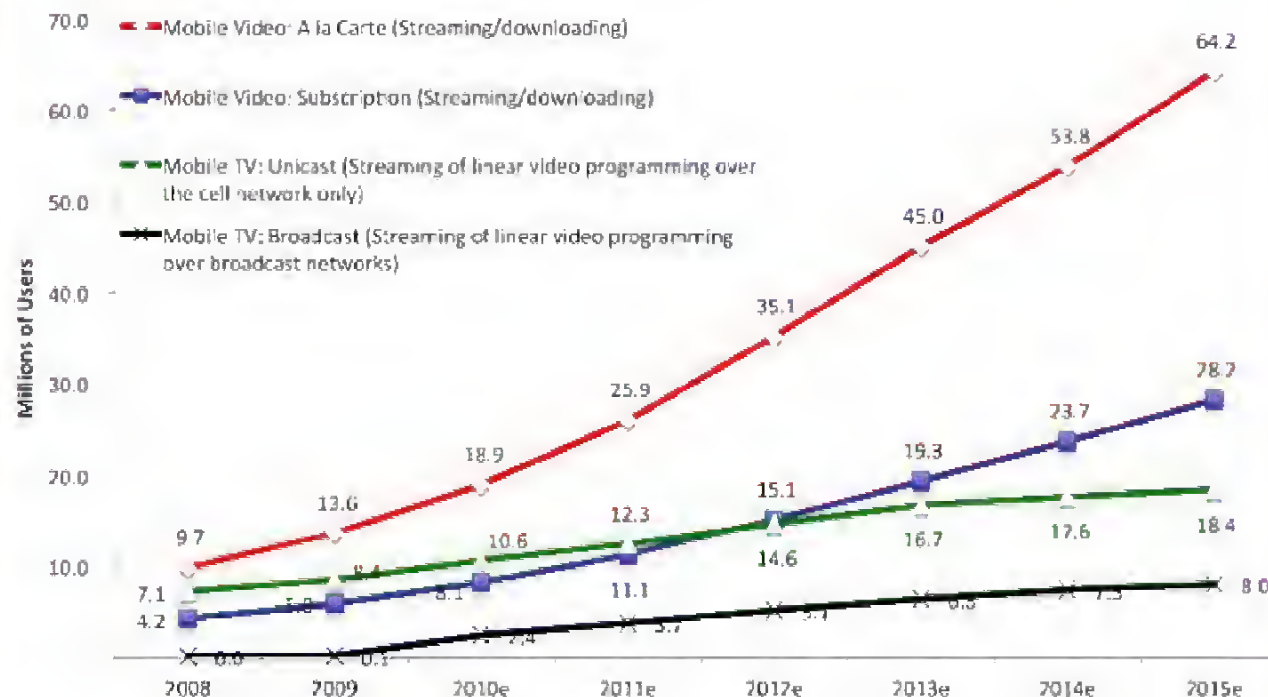
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Source: Strategy Analytics Wireless Smartphone Strategies (WSS), USA Mobile Media Forecast by Operating System, October 2010

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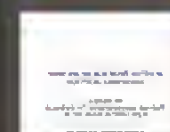


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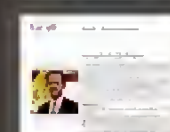
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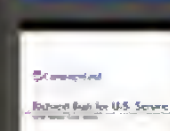
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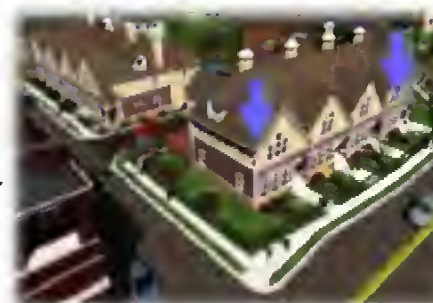
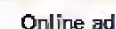
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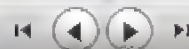
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Multi-Channel Marketing Dramatically Improves Results

• CampaignGrid serves targeted ads only to the voters or donors on the direct mail list



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Notes on Slide 26

Increase the Efficiency of TV by Adding Online

| 4 week flight Adults 25-54 | Broadcast TV Only | 10% shift to Internet | 15% shift to Internet | 20% shift to Internet | Impact of 20% Shift |
|-------------------------------|----------------------|--------------------------|--------------------------|--------------------------|------------------------|
| TV \$ spent | \$5,000,000 | \$4,500,000 | \$4,250,000 | \$4,000,000 | - |
| Internet \$ spent | \$0 | \$500,000 | \$750,000 | \$1,000,000 | - |
| Total \$ spent | \$5,000,000 | \$5,000,000 | \$5,000,000 | \$5,000,000 | - |
| Impressions | 155 million | 185 million | 205 million | 215 million | +39% |
| Actual reach | 51.2 million | 69.4 million | 74.5 million | 77.2 million | +51% |
| GRPs per week | 31 | 37 | 41 | 43 | +39% |
| Total Reach | 41% | 56% | 60% | 62% | +21% pts. |
| Avg. Frequency | 3.0 | 2.7 | 2.7 | 2.8 | -0.2 pt |
| Average \$CPM | \$32.00 | \$26.89 | \$24.83 | \$23.21 | -27% |



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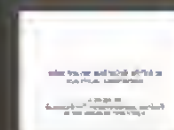
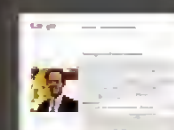
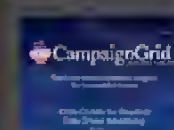
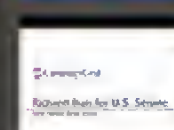
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Online Video is Less Cluttered and Provides Better Recall

2% of time spent viewing video online is spent viewing ads compared to 25% on TV.

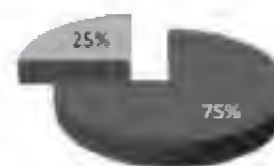
All Online Video

■ Content ■ Ads

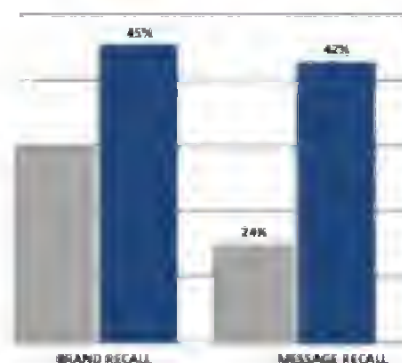


Television

■ Content ■ Ads



A recent study by Nielsen discovered that premium online video ads actually outperformed traditional television ads in recall, branding, messaging, and likeability.



Source: Nielsen, 2011

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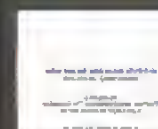


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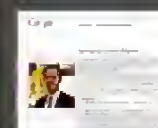
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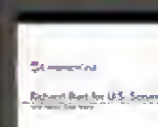
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TV + Online Video Creates Lift

| | TELEVISION | ONLINE VIDEO |
|--------------------|---|--|
| REACH | Extensive and effective reach of ~120 million households. | Online Video Universe of ~182 million uniques, and an addressable Reach of 80 million (Known Age & Gender) |
| TARGETING | Target audience based on programming/network audience comps with guarantees against target. | Target audiences on a 1:1 level with 100% Guarantee that you reach <u>only</u> your target audience. |
| PRICE | Comparable Pricing for similar-type content. Cost per Point (GRP/TRP pricing). | More cost-effective by for effectively hyper-targeting audiences – "Lowest price to reach your target audience, guaranteed." |
| REPORTING | Report on impressions against demo, meet GRP/TRPs goals with even flighting. | Real-time delivery reports and tracking of impression at the individual user level. Achieve flighting and GRP goals of TV buy. |
| PERFORMANCE | Sight, Sound & Motion advertising of TV is the most powerful branding medium. | Harness the power of TV advertising but with real-time measurement and optimization. Equal or better results to TV. |

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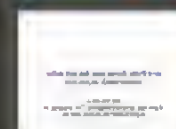


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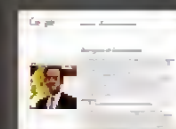
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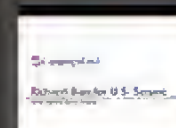
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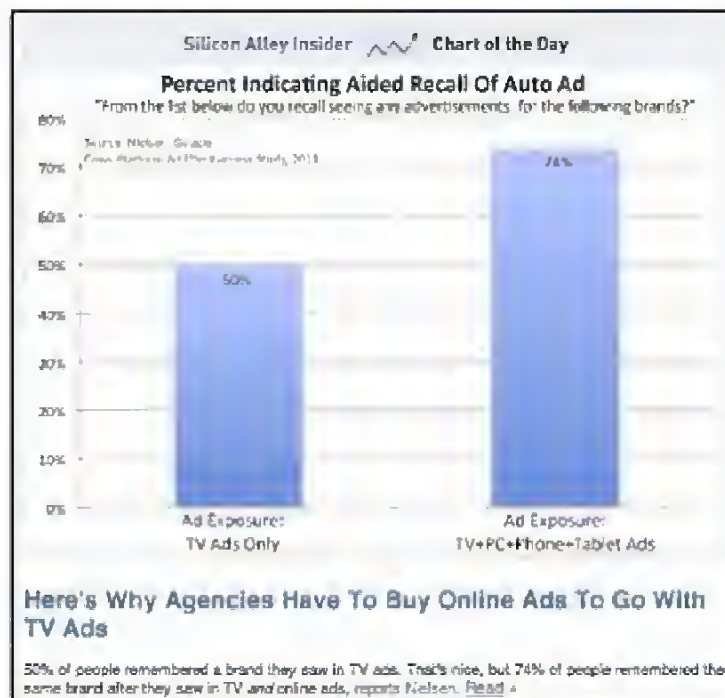
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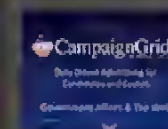
TV + Online Video Creates Lift



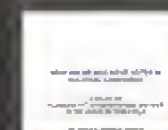
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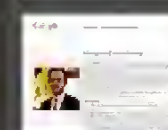
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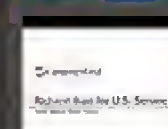
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The Largest Aggregator of 3rd Party Data

| Data Provider | Age | Gender | Income, Assets, Buying Power | Behaviors, Intent | Custom | Sources |
|------------------|-----|--------|------------------------------|-------------------|--------|-----------------|
| TARGUSinfo | ✓ | ✓ | ✓ | | | Offline |
| Viz | ✓ | ✓ | | | | Offline |
| IXI | | | ✓ | | | Offline (Banks) |
| Audience Science | ✓ | ✓ | | ✓ | | Online |
| bluekai | ✓ | ✓ | | ✓ | | Online |
| excelate | ✓ | ✓ | | ✓ | | Online |
| brilig | ✓ | ✓ | | ✓ | ✓ | Social Networks |
| MaxMind | ✓ | ✓ | | | | Pub Reg. Data |
| quantcast | ✓ | ✓ | ✓ | | | Inference |
| MAGNE+IC™ | | | ✓ | ✓ | ✓ | Online |
| UNITED | ✓ | ✓ | | | | Online |
| LOTAME | ✓ | ✓ | | ✓ | ✓ | Online |
| datalogix | ✓ | ✓ | ✓ | ✓ | ✓ | Offline, Online |
| AlmondNet | | | ✓ | ✓ | ✓ | Online |
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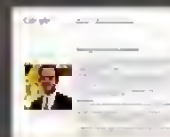
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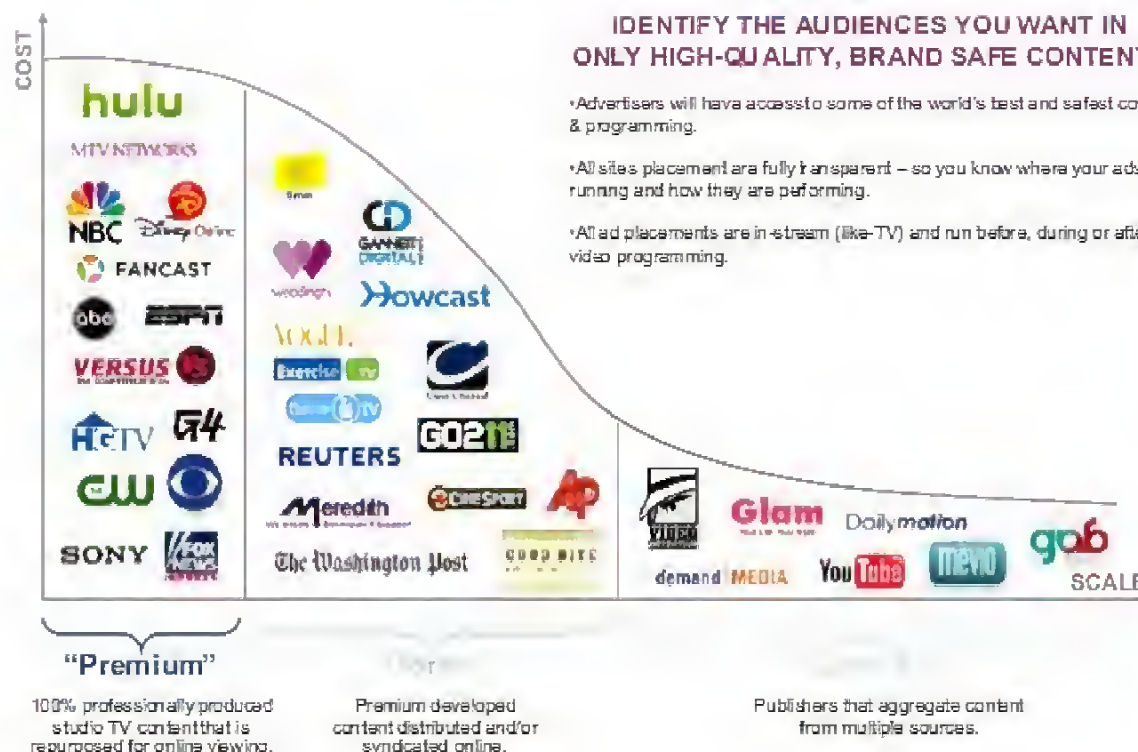
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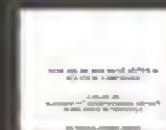
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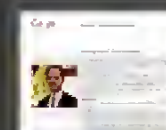
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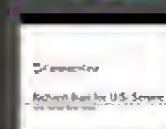
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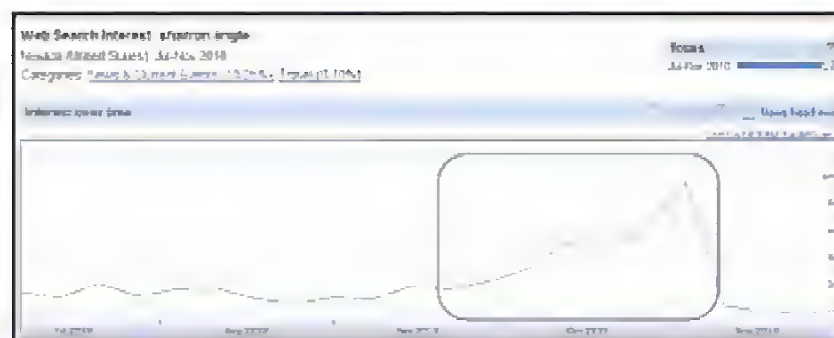
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Display Ads Boosts Search Results



Search Network Impressions are in sync with the increase and decrease of Display Network Impressions. This suggests that Display could have had an impact on trending search queries.

Insights for Search shows an increase in Search Queries around the time when Display impressions began to rise.



33

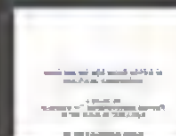
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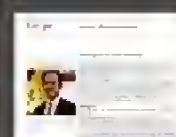
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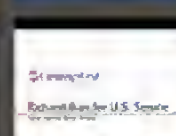
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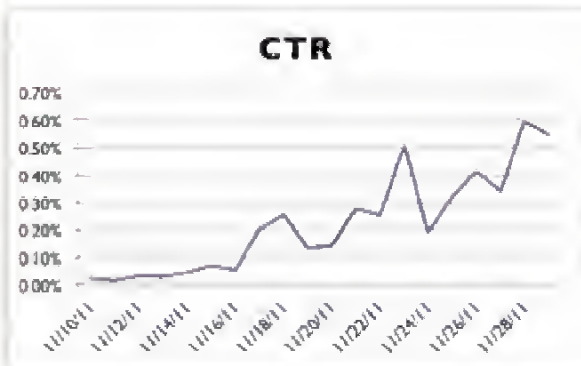
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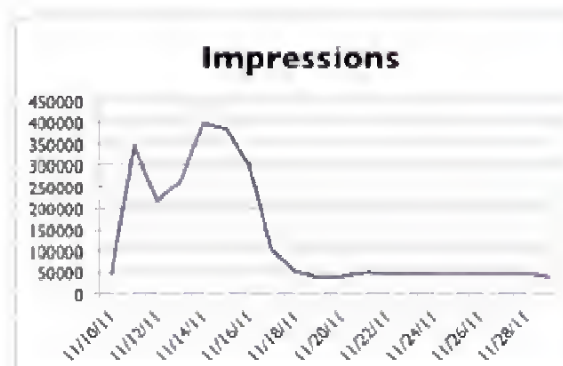
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Optimization Radically Improves Online Ad Efficiency

sample



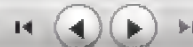
The Click-Through-Rate (CTR) has grown as the campaign has gathered data on the target audience. We have optimized performance to show ads on websites that have high CTRs.



Initially, we ran a high volume of impressions to gather data as quickly as possible. After running the campaign for one week we changed the campaign goals from delivering impressions rapidly to focusing on CTRs. Since the campaign had learned so much from all of those impressions, we were able to immediately start optimizing the CTR.

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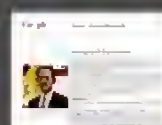
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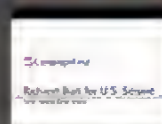
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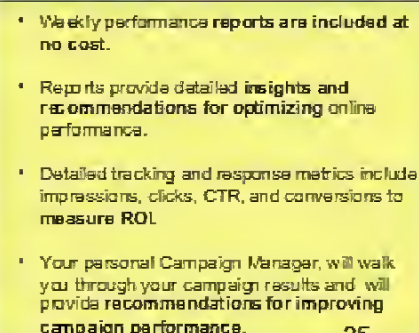
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






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Study: Online Ads Change Votes

Google, The California Group and CampaignGrid tested a message not used in any other form of media during the time that we conducted our experiment during the 2010 FL-11 Prendergast vs. Castor congressional race.

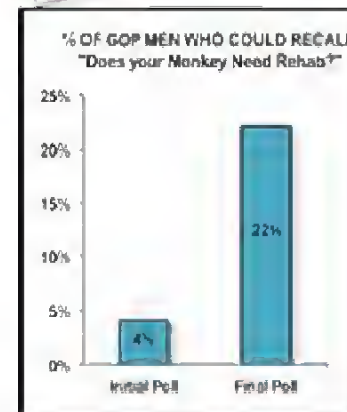
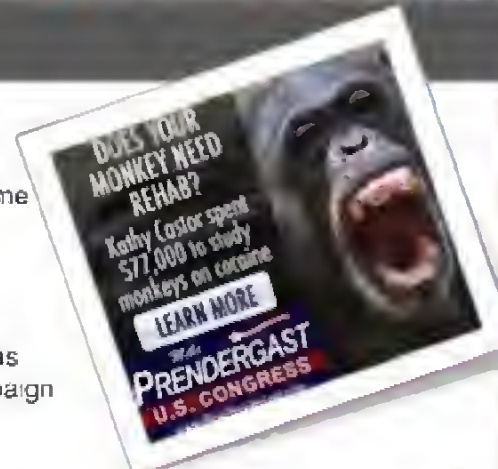
Four percent of the electorate who could recall the message delivered via online ads – i.e. those for whom the message was “burned in” – **changed their vote** over the course of the campaign in favor of Prendergast.

Within the targeted audience, Republican men, survey respondents being able to recall the message went from 4% to 22% over the course of the eight-day online ad campaign.

In the above example of Republican men recalling the message, it took 9.3 million targeted impressions and six days of advertising to get a seven percentage point increase from 4% to 11%; it took an additional 5.3 million impressions over two days to get an additional 11 percentage points recalling the message, to 22%.

[Read the full study here.](#)

http://campaigngrid.com/blog/Case_Studies/post/Online_Advertising_Provides_the_Edge_in_Tight_Races/



36

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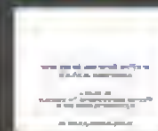


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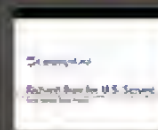
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by CampaignGrid on Jan 31, 2012

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Notes on Slide 36

"Campaigns must spend their limited dollars wisely in today's ever-changing paid media marketplace. CampaignGrid helped us spend our resources in an economical and highly-targeted way, helping us defeat a much better-funded incumbent governor."

Mike DuHaime

Chris Christie for Governor



Ad warfare on the web

Online advertising

It is now possible to construct micro-targeted internet ads that adapt to a detailed understanding of voters. And it doesn't need to cost huge sums, says **Melanie Rutledge**

Political warfare is no longer limited to the battlefield. In today's ever-changing paid media marketplace, campaigns must spend their limited dollars wisely. CampaignGrid helped us spend our resources in an economical and highly-targeted way, helping us defeat a much better-funded incumbent governor.

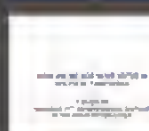
"Emotional appeals work better than cost-benefit analyses"

Political warfare is no longer limited to the battlefield. In today's ever-changing paid media marketplace, campaigns must spend their limited dollars wisely. CampaignGrid helped us spend our resources in an economical and highly-targeted way, helping us defeat a much better-funded incumbent governor.

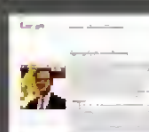
Melanie Rutledge
has worked as a US Congresswoman and is a representative for the Republican Party.



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